



## VIS-IT<sup>®</sup> SOLUTIONS TRAINING DOCUMENT

### MATRIX THINKING: WHAT IF AND IF MATRIX

The “What if and if” method is a matrix analysis process using the following focus question: “If the row heading idea is true, and if the column heading idea is also true, then what is the consequence at the intersection of those ideas?”

This is a useful method for forcing a deliberate, rigorous analysis of a situation. See the format below.

<i><b>"What if and if.."</b></i>	<b>Condition A (true)</b>	<b>Condition B (true)</b>	<b>Condition C (true)</b>
<b>Condition 1 (true)</b>	Then Consequence A1	Then Consequence B1	Then Consequence C1
<b>Condition 2 (true)</b>	Then Consequence A2	Then Consequence B2	Then Consequence C2
<b>Condition 3 (true)</b>	Then Consequence A3	Then Consequence B3	Then Consequence C3
<b>Condition 3 (true)</b>	Then Consequence A4	Then Consequence B4	Then Consequence C4
<b>Condition 5 (true)</b>	Then Consequence A5	Then Consequence B5	Then Consequence C5

#### ABOUT VISION WORKS

Vision Works, LLC is the creator of the VIS-IT<sup>™</sup> Line of facilitation and thinking tools including FlowShapes<sup>™</sup>, 6" Hexagons, Jumbo Hexagons, Mini Hexagons, Big Idea Pads, and the Great Big Idea Pad. Vision Works serves a rapidly

growing customer base including facilitators, trainers, consultants, managers and executives working in some of the world's largest and most innovative organizations.

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